

# Undercurrent Inc

Executive Director / CEO

EIN 201660757  
 CA · NTEE A33  
 FY ending 2023-09-30  
 June 9, 2026

This analysis benchmarks the total compensation of **Kenneth Smith, Executive Director / CEO** (\$88,500) against **every comparable organization** that fit the selection criteria — **57** in total — drawn systematically from IRS Form 990 filings, not a hand-picked subset.

Compensation sits at approximately the **54<sup>th</sup>** percentile of comparable organizations within the typical range

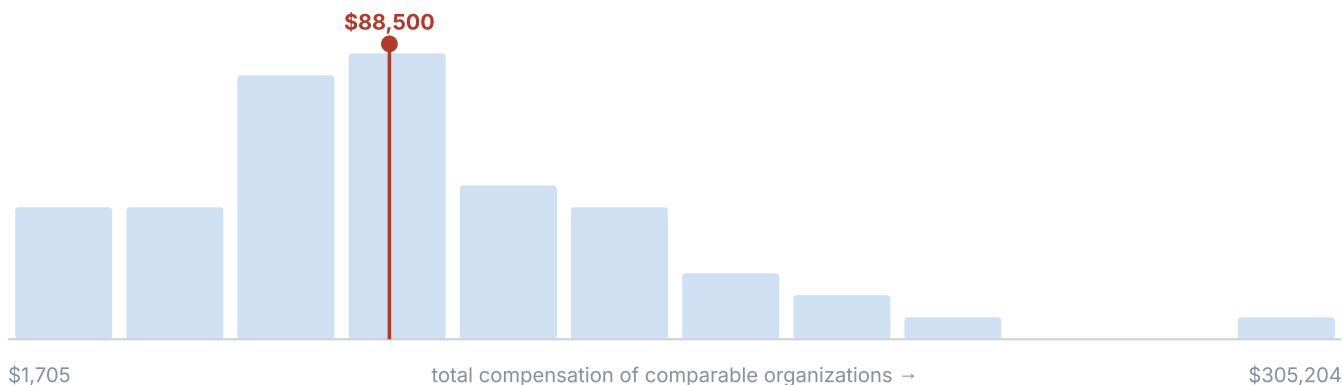
**Benchmarked executive:** Kenneth Smith — reported title “President”, a **direct title match** to the Executive Director / CEO role.

## How comparable organizations were selected

SECTOR	Organizations sharing the subject's NTEE classification (A33).
BUDGET	Total revenue between \$304,439 and \$681,582 — 0.67x to 1.50x the subject's \$454,388 (the band tightens as size grows).
GEOGRAPHY	Same NTEE sector (A33), nationwide + budget 0.67–1.5x revenue.

**57** organizations qualified on sector, size, and geography → **57** within the band form the benchmarked peer set.

## Distribution of comparable compensation



\$28,370	\$58,114	\$86,489	\$114,457	\$155,247	\$88,500
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## ● Comparable organizations

Each figure is Form 990 Part VII columns D + F (reportable pay plus other compensation and benefits; column F may include amounts from related organizations), normalized to CA cost of living (BEA RPP, 2023) and to its filing year (CPI-U); the reported amount is on each linked 990.

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">Adventist Forum</a>	CA	\$446,626	Exec Editor	\$60,100	<b>\$60,100</b>	2023
<a href="#">Daily Nebraskan</a>	NE	\$466,249	General Manager	\$92,265	<b>\$108,749</b>	2025
<a href="#">Echo Publishing</a>	MI	\$439,510	Vice Preside	\$48,000	<b>\$55,730</b>	2024
<a href="#">Primary Information Inc</a>	NY	\$439,309	Executive Director	\$93,649	<b>\$95,189</b>	2024
<a href="#">The Library Of American Landscape</a>	MA	\$470,525	Executive Dir.	\$128,322	<b>\$129,709</b>	2024
<a href="#">Zyzyva Inc</a>	CA	\$435,626	Executive Director	\$131,074	<b>\$127,314</b>	2024
<a href="#">Simpson Street Free Press Inc</a>	WI	\$434,818	Executive Director	\$82,414	<b>\$99,676</b>	2023
<a href="#">Real News Project Inc</a>	NY	\$475,910	President	\$155,000	<b>\$157,549</b>	2024
<a href="#">The Ipswich Local News Inc</a>	MA	\$480,015	President & Director	\$51,912	<b>\$54,023</b>	2023
<a href="#">Students Publishing Co Inc</a>	IL	\$480,101	General Manager	\$103,500	<b>\$114,457</b>	2024
<a href="#">New Mexico In Depth Inc</a>	NM	\$481,940	Director	\$85,000	<b>\$105,874</b>	2023
<a href="#">Benitolink Inc</a>	CA	\$424,646	Executive Dir.	\$66,560	<b>\$64,650</b>	2024
<a href="#">America's Survival Inc</a>	MD	\$489,252	President	\$4,250	<b>\$4,355</b>	2025
<a href="#">Journal Of Consumer Research Inc</a>	IL	\$492,011	Secretary	\$127,013	<b>\$140,459</b>	2024
<a href="#">Bay City News Foundation</a>	CA	\$493,508	Executive Director	\$20,000	<b>\$19,426</b>	2024
<a href="#">Aspen Journalism</a>	CO	\$494,180	Executive Director	\$97,460	<b>\$108,225</b>	2023
<a href="#">Four Way Books Inc</a>	NY	\$410,023	Publisher And Executive Editor	\$83,687	<b>\$87,576</b>	2023

ORGANIZATION	STATE	REVENUE	MATCHED TITLE	COMP (REPORTED)	COMP (ADJUSTED)	FY
<a href="#">A Public Space Literary Projects Inc</a>	NY	\$500,626	Executive Director	\$130,000	<b>\$136,041</b>	2023
<a href="#">Firecracker Forum Inc</a>	CA	\$501,846	President	\$160,025	<b>\$160,025</b>	2023
<a href="#">Restless Books Inc</a>	MA	\$506,393	Director And Publisher	\$85,000	<b>\$88,457</b>	2023
<a href="#">Plymouth Rock Publishing Corp</a>	MA	\$399,994	Director	\$37,000	<b>\$38,505</b>	2023
<a href="#">Authors Alliance Inc</a>	CA	\$394,839	Executive Dir.	\$153,713	<b>\$153,713</b>	2023
<a href="#">Annals Of Family Medicine Inc</a>	KS	\$524,500	Director	\$75,030	<b>\$91,177</b>	2024
<a href="#">Southern California Streets Initiative</a>	CA	\$383,198	Director	\$75,341	<b>\$75,341</b>	2023
<a href="#">Campus Communications Inc</a>	FL	\$528,422	Presidentgeneral Manager	\$62,696	<b>\$64,544</b>	2025

**Comp (reported)** is the figure on each organization's Form 990 (columns D + F); **Comp (adjusted)** normalizes it to CA cost of living and 2023 dollars. Click any organization to verify the figure on ProPublica.

## ■ Methodology

Comparable organizations were drawn from electronically filed IRS Form 990 returns and matched on sector (NTEE code), budget (a size-adaptive revenue band that tightens as the organization grows), and geography (same-state first, broadening only when too few peers qualify); every organization within the band forms the peer set. To compare fairly across regions and years, peer compensation is normalized to CA cost of living (BEA Regional Price Parities, 2023) and to the subject's filing year (CPI-U). The figure benchmarked is Form 990 Part VII, Section A, columns D + F — reportable pay plus other compensation, benefits, and deferred amounts (column F may include amounts from related organizations) — with the chief executive matched by role. Related-organization amounts (column E) and institutional trustees are excluded. Full methodology: [peerbasis.org/methodology](http://peerbasis.org/methodology).

## ■ Sample, role match & sensitivity

**PEER COUNT** 57 organizations. Compensation range \$1,705–\$305,204; filing years 2023–2025.

**SIZE BASIS** Matched on total revenue (\$454,388); for reference, expenses \$1,405,841 and assets \$270,730. **Revenue and expenses diverge this year — revenue may misrepresent operating size; weigh the expense-based view.**

**ROLE MATCH** Kenneth Smith, reported title *"President"*, benchmarked as Executive Director / CEO. The title maps directly to this role.

RELATED-ORG PAY	1 peer report related-organization compensation (column E), which the D + F benchmark does not fully capture; review where material.
OUTLIERS	3 peers fall outside 1.5× the interquartile range — consider whether any reflect one-time payments (severance, deferred-comp payouts).

Sensitivity — the subject's percentile under alternative compensation definitions:

BASIS	SUBJECT PERCENTILE
Total compensation (D + F), cost-of-living + inflation adjusted — the PeerBasis default	54 <sup>th</sup>
Total compensation (D + F), as reported (no adjustments)	61 <sup>st</sup>
Reportable pay only (column D), adjusted	60 <sup>th</sup>
All sources (D + E + F), adjusted	54 <sup>th</sup>

If the percentile moves materially across these definitions, the result is sensitive to methodology choices, and the board should weigh which basis best fits its facts.

### ● Rebuttable presumption of reasonableness · 26 CFR 53.4958-6

Compensation paid by a tax-exempt organization is presumed reasonable — shifting the burden to the IRS — when three requirements are met. This report supplies the comparability data for the second. The board should record the following in its minutes *concurrently* with its decision:

#### Draft board minutes – executive compensation

1. The compensation of the Executive Director / CEO (Kenneth Smith) was approved in advance by [the Board / Compensation Committee], composed of members with no conflict of interest with respect to the arrangement.
2. Prior to its determination, the authorized body obtained and relied upon appropriate comparability data, namely the PeerBasis Compensation Comparability Determination dated June 9, 2026, comparing compensation against 57 similarly situated organizations (Same NTEE sector (A33), nationwide + budget 0.67–1.5× revenue).
3. The authorized body determined that total compensation of \$88,500 is reasonable (approximately the 54<sup>th</sup> percentile of comparable organizations) and documented the basis for this determination concurrently, on [date], by a vote of [\_\_ for / \_\_ against].

Sources: IRS Form 990 e-file data (apps.irs.gov); IRS Business Master File (NTEE classification). Every figure traces to an original public filing — click any organization above to verify it on ProPublica. PeerBasis is a service of Prismind Analytics; its [methodology is published](#), was commissioned for independent adversarial review, and discloses its own limitations. This report is comparability data to support a board's good-faith determination under IRC 4958; it is not legal or tax advice. Generated by PeerBasis on June 9, 2026.